

Event Response Matrix

Patterns from Columns A and B of Worksheet	Crisis Level	Crisis Description	Recommended Communication Response*
Box 1 checked Two or more boxes 2, 3, and 4 checked	A	Highly intense in the initial phase Need to disseminate information rapidly to the public and media is critical. Life and limb will be at risk if the public is not notified about the risk and public health recommendations.	<ul style="list-style-type: none"> Operate 24 hours a day, 7 days a week for media and public response, with an expectation that relief and replacement staff will be needed. Per your plan, form or join a joint information center (JIC).
Box 1 not checked. Two or more of boxes 2, 3, and 4 checked.	B	Intense Need to directly provide public health recommendations to the public and media to save life or limb is not immediate. The public and media, however, believe their health and safety are or could soon be at risk. There is a high and growing demand for more information.	<ul style="list-style-type: none"> Operate 20 hours a day, 7 days a week during the initial phase. Set up routine times for media briefings, allow public to e-mail or leave phone messages during non-duty times, and move into maintenance phase when possible. Be prepared to face “initial phase” demands, depending on developments during the maintenance phase (maintenance phases with bumps). May need to form a joint information center.
Box 3 checked. Box 2 not checked. Box 4 not checked. Three or more of the ++ boxes checked. One or more of the +++ boxes checked.	C	Moderately intense Media frenzy develops. Interest is generated because of the event novelty versus a legitimate and widespread or immediate public health concern. Interest could die suddenly if a “real” crisis occurred.	<ul style="list-style-type: none"> Operate 10-12 hours a day, 5-6 days a week and assign a single team member for after-hour purposes during the initial phase. Operate on weekend if event occurs on a weekend; otherwise use on-call staff only on weekends, not during full operations Attempt to move the media and public to maintenance phases with prescribed times and outlets for updates No need to form a joint information center.
Box 1 not checked. Box 2 not checked. Box 3 not checked. More + or ++ boxes checked than +++ boxes.	D	Minimally intense Builds slowly and may continue for weeks, depending on the outcome of further investigations. Requires monitoring and reassessments.	<ul style="list-style-type: none"> Operate normally in the initial phase while preparing to move to 24 hours a day, 7 days a week, if needed. Notify relief and replacement staff that they may be called for duty depending on how the event develops. Do no “burn out” staff with long hours before the public and media demand escalates. Practice your crisis communications operations (during normal duty hours) to ensure the system works. Consider operating a joint information center if information release is shared.